

What is claimed is:

1. An apparatus for creating a promotional event calendar, comprising:

an econometric engine for modeling sales as a function of price to  
create a sales model;

5 a financial model engine for modeling costs to create a cost model;

a promotional engine coupled to the econometric engine, and financial  
model engine to receive input from the econometric engine and financial  
model engine, wherein the promotional engine analyzes a plurality of offers  
and a plurality of promotional events to optimally match offers with  
10 promotional events to create a promotional event calendar.

2. The apparatus, as recited in claim 1, wherein the promotional engine  
further comprises a temporary price reduction optimizing engine for  
optimizing temporary price reduction prices after the promotional events and  
15 offers have been selected..

3. The apparatus, as recited in claim 2, further comprising a support tool  
connected to the promotional engine wherein the support tool receives the  
promotional event calendar from the promotional engine and provides a user  
20 interface to a client, wherein the user interface provides the promotional event  
calendar to the client.

4. The apparatus, as recited in claim 1, wherein the promotional engine  
calculates the value of offers and the value of promotional events by using the  
25 financial model and sales model and selects combinations of the offers and the  
promotional events.

5. A method for creating a promotional event calendar, comprising:  
creating a sales model;  
creating a cost model;  
5 determining the value of offers using the sales model and cost model;  
determining the value of promotional events using the sales model and  
cost model; and  
selecting combinations of the offers and promotional events based on  
the determined values.
- 10 6. The method, as recited in claim 5, wherein the creating of the sales  
model comprises:  
creating a plurality of demand groups, wherein each demand group is a  
set of at least one product and wherein at least one of the demand groups is a  
15 set of at least two products;  
creating a sales model for each demand group; and  
creating a market share model for each product in each demand group.
- 20 7. The method, as recited in claim 6, further comprising the step of  
estimating net profit from the selected combination of offers and promotional  
events using the sales model and cost model.
8. A method for creating a promotional event calendar, comprising:  
creating a sales model, comprising:

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creating a plurality of demand groups, wherein each demand group is a set of at least one product and wherein at least one of the demand groups is a set of at least two products;

creating a sales model for each demand group; and

5                   creating a market share model for each product in each demand group;

creating a cost model;

determining the value of offers using the sales model and cost model;

10                   determining the value of promotional events using the sales model and cost model;

selecting combinations of offers and promotional events based on the determined values; and

estimating net profit from the selected combination of offers and promotional events using the sales model and cost model.